

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 56720

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

CONTRACT NO. REV.

1201-56720-1

DATE PRINTED

09/25/12

PAGE 1

22198	AGENCY (OR SERVICE)		ACTING AS AGENT FOR		172688	ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice  Required  Announcement 28 days  prior notice
NAME	MESSAGE & MEDIA INC.					FRIENDS OF MATT SMITH		
AND	100 Albany St					PO BOX 13445		
ADDRESS	New Brunswick		NJ		08901-2179	Pittsburgh	PA 15243-0445	
	USA					USA		
CONTACT						PRODUCT		FRIENDS OF MATT SMITH 9/25-30
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.			PRODUCT CODE	1310	
NATIONAL SALESPERSON								
BROADCAST SCHEDULE STARTING 09/25/12 AND ENDING 09/30/12 NO. WEEKS: 1								

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.										
1	01111..	4	05:00A	05:58A	30S	09/25/12-09/28/12	THIS MORNING 5-6AM	4	400.00	1600.00
2	01111..	4	05:58A	07:00A	30S	09/25/12-09/28/12	THIS MORNING 6-7AM	4	600.00	2400.00
3	01111..	4	07:00A	09:00A	30S	09/25/12-09/28/12	THE EARLY SHOW	4	375.00	1500.00
4	01111..	4	09:00A	09:58A	30S	09/25/12-09/28/12	THIS MORNING 9-10AM	4	150.00	600.00
5	01111..	4	11:58A	12:30P	30S	09/25/12-09/28/12	NOON NEWS	4	550.00	2200.00
6	01111..	4	04:00P	05:00P	30S	09/25/12-09/28/12	4PM EARLY NEWS	4	500.00	2000.00
7	01111..	4	05:00P	06:00P	30S	09/25/12-09/28/12	5PM EARLY NEWS M-F	4	800.00	3200.00
8	01111..	4	05:58P	07:00P	30S	09/25/12-09/28/12	M-F ERLY NEWS	4	900.00	3600.00
9	T-F	1	11:00P	11:35P	30S	09/25/12-09/28/12	11PM NEWS	1	1800.00	1800.00
10	Sa	1	05:58A	07:58A	30S	09/29/12-09/29/12	SAT. MORN. LOCAL NEWS	1	300.00	300.00
11	Sa	1	07:00P	07:30P	30S	09/29/12-09/29/12	SAT 7PM NEWS	1	650.00	650.00
12	Su	1	08:28A	08:57A	30S	09/30/12-09/30/12	KD/PG SUNDAY EDITION	1	200.00	200.00
13	Su	1	08:58A	10:28A	30S	09/30/12-09/30/12	CBS SUN MORN	1	500.00	500.00
14	Su	1	06:30P	07:00P	30S	09/30/12-09/30/12		1	650.00	650.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222 KDKA-TV AND

22198	AGENCY (OR SERVICE) ACTING AS AGENT FOR 172688		ADVERTISER (OR AGENCY AND ADVERTISER)		<b>Cancellation Notice</b>  <b>Required</b>  Announcement 28 days  prior notice
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AND		100 Albany St		PO BOX 13445	
ADDRESS		New Brunswick NJ 08901-2179		Pittsburgh PA 15243-0445	
CONTACT		USA		USA	
LOCAL SALESPERSON		Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE 1310
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 09/25/12 AND ENDING 09/30/12 NO. WEEKS: 1					

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ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
							Total Contract:	38		21200.00
							Billing Summary			
						Qtr 3-12	Jul .00	Aug .00	Sep 21200.00	Total 21200.00
									GRAND TOTAL	21200.00

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